

WHAT FLORIDIANS THINK ABOUT WATER QUALITY & QUANTITY

Protecting ecosystems while maintaining an abundant water supply for human use is a delicate balance in Florida. For this reason, many Floridians view water as a very important issue. Floridians value a plentiful water supply for use in both cities and agriculture. Researchers with the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources surveyed 524 residents for their opinions on water conservation, quality and policy in its annual statewide public opinion survey on water use.

HIGHLY OR EXTREMELY IMPORTANT ISSUES

1. WATER	83%
2. HEALTH CARE	82%
3. PUBLIC EDUCATION	79%
4. TAXES	74%
5. IMMIGRATION	67%

FLORIDIANS SUPPORT WATER POLICY BUT LACK FAMILIARITY

A survey from the Center for Public Issues Education in Agriculture and Natural Resources revealed 83 percent of respondents rank water as a highly or extremely important issue, the highest rank out of 10 issues. The majority of Floridians also feel a plentiful water supply is highly or extremely important for cities and agriculture.

Seventy-nine percent of Floridians are likely or very likely to vote to support water conservation programs. Furthermore, 74 percent of respondents are likely or very likely to vote for a candidate who supports water conservation, but less than half of respondents indicated they were extremely or moderately familiar with water policy.

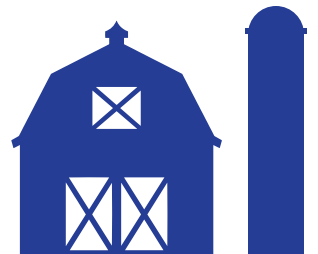


“I THINK IT IS HIGHLY OR EXTREMELY IMPORTANT TO HAVE A PLENTIFUL WATER SUPPLY FOR...”

89%
CITIES

&

88%
AGRICULTURE



74% OF PEOPLE ARE LIKELY OR VERY LIKELY TO VOTE FOR A CANDIDATE WHO SUPPORTS WATER CONSERVATION.



79% OF PEOPLE ARE LIKELY OR VERY LIKELY TO VOTE TO SUPPORT WATER CONSERVATION PROGRAMS.

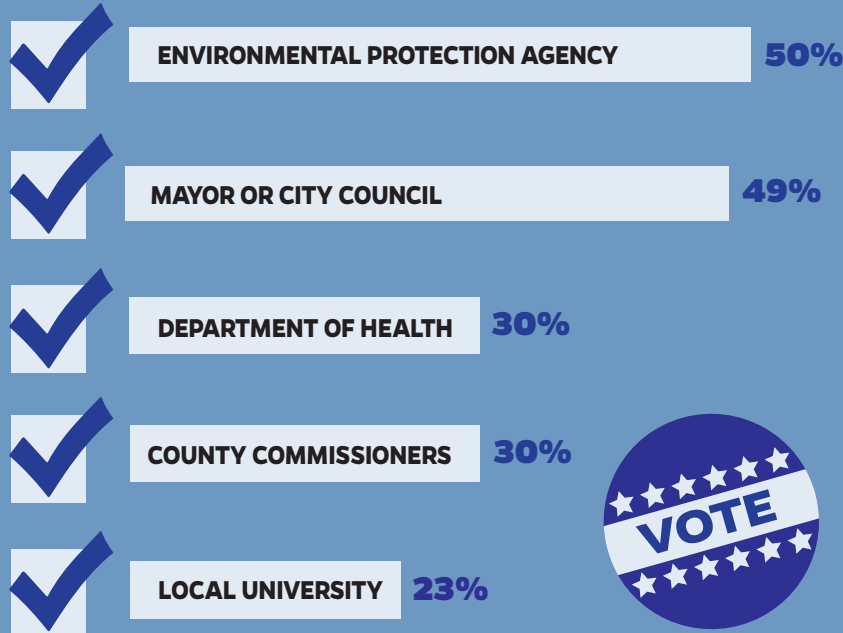
FLORIDIANS EXTREMELY OR MODERATELY FAMILIAR WITH WATER POLICY

CLEAN WATER ACT	44%
WATER POLLUTION & CONTROL ACT	41%
FLORIDA SAFE DRINKING WATER ACT	40%
EVERGLADES RESTORATION PLAN	40%
WATER QUALITY ASSURANCE ACT	39%

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OFFICIAL BALLOT

FLORIDIANS SEEK FACTUAL INFORMATION FROM THE FOLLOWING SOURCES WHEN PREPARING TO VOTE:



*55% OF RESPONDENTS SEEK INFORMATION FROM MULTIPLE SOURCES LISTED ABOVE.

FLORIDIANS SEEK INFORMATION ABOUT WATER

Fifty-five percent of people said they seek factual information about water from multiple sources when preparing to vote. Fifty percent of respondents seek information from the Environmental Protection Agency. Thirty percent of respondents said they seek information from the department of health and their county commissioners.

Thirty-nine percent of people said they had seen news coverage related to water in the last month. Forty-eight percent of the respondents, however, said they had not. The data also showed that 76 percent of Floridians would be likely to pay attention to a news story reporting on issues related to water.

Sixty-two percent get information about water via the internet. This is followed by newspapers at 48 percent, social media at 43 percent, and both television and family or friends at 38 percent.

“I HAVE SEEN NEWS COVERAGE RELATED TO WATER IN THE LAST MONTH.”

NO - 48%
YES - 39%
NOT SURE - 13%



“I AM LIKELY TO PAY ATTENTION TO A NEWS STORY DEALING WITH ISSUES RELATED TO WATER.”

VERY UNLIKELY OR UNLIKELY - 12%
VERY LIKELY OR LIKELY - 76%
UNDECIDED - 12%



ABOUT OUR SURVEYS

PIE Center surveys explore what Floridians think about the rights, responsibilities, attitudes and behaviors associated with critical issues such as food production, community preparedness, and endangered and invasive species.

“I GET MY INFORMATION ABOUT WATER VIA...”



INTERNET
62%



NEWSPAPER
48%



SOCIAL MEDIA
43%



TELEVISION
38%



FAMILY/FRIENDS
38%



RADIO
13%

Data from this survey was collected in July 2016 and this issue guide was published in May 2017.

